



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 1/Jan/2025 Period start date to 31/Dec/2025 Period end date

Charity name: Ruach Resources

Charity registration number: 1197062

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The object of the CIO is, for the public benefit, to advance the Christian faith by means of, without limitation, creating and distributing software applications, literature and other platforms to enlighten others about the Christian faith.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Development of God for Kids app Development of Animals of Eden Valley Books Events to distribute and market these products. Sharing our resources in schools and through church workshops
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have regarded the guidance issued by the Charity Commission on public benefit

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	God for Kids App We continued to work on translations into other languages. Spanish, Portuguese and German voiceovers have been completed this year. A voice over for US English was completed. Translations and voice overs for Hungarian and Serbian have commenced this year. Significant improvements were made to the App through volunteer user testing. Books & Other Products We have been developed a craft-resource template for churches to use around the themes of our books, in partnership with Susan Box Designs. Schools Weekly prayer club on Friday mornings, term-time , at Norton Free have continued. We had a booking for a Birkdale prep assembly on 3rd July and an assembly at Norton Free Primary School on 17th July. Joanne visited Cornerstone School in Palmerston North, New Zealand and read to 3 classes, all KS1 equivalent and donated a set of books plus 30 colouring books and 60 bookmarks. Work with Churches Another significant event was being invited to speak to the children and families' workers of the Church in Wales. In California, Joanne read a book at Bridges Community Church in Sunnyvale, California and presented the books to a group of parents. We donated a set of books to the church. Conferences/Exhibitions Hand In Hand Conference with Joanne on the Core Team. Overall, it was a success in terms of the conference ran smoothly, Joanne's seminar was well received, and a significant number of connections and book sales were made.) We were invited to join the S17 'Joy Day' on 21st June as an author reading our books from 1-5pm. We were not only paid £100 for this but £500 worth of books and colouring books were purchased and given away on the day. Blog & Social Media We re-launched the Facebook group to be a more active community for supporters and 'superfans' of our resources. Our social media freelance expert resigned (maternity) after which our founder took on this role. The stuffed animals of Eden Valley arrived and been shared in the private Facebook Community in order to get feedback from as many children as possible. We started to provide content for PureMedia Magazine on a monthly basis free of charge, for the publicity opportunities it offers. (interviewed for the PureMedia Radio station). YouTube

		Collaboration with another Christian writer who writes for YouTube and will offer some training at the end of April for future YouTube videos. Continued research for the YouTube Channel. Uploaded videos: a 'how to' craft video and an interview with a fellow app developer. Andy Geers (CEO of Discipleship Tech) gave £1,000 to our start up fundraiser in 2022 and was a big encouragement when starting the charity. We were very pleased to share about his new app on our channels. Subscribed to an online teaching series in digital marketing, including growing a YouTube channel, hosted by HubSpot. REACH & IMPACT APP – reached est. 56,200 Unique active users in 148 countries. Books and resources – sold £688.98 online and face to face. Schools – Read to approx. 1,000 children. Summer tour to California and New Zealand – speaking at churches, schools and giving away books and resources.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set.	Para 1.41	Through all of the activities above, we have reached, educated and inspired tens of thousands of children and equipped, encouraged and empowered tens of thousands of adults to share their faith with children. This more than exceeds our expectations for this year. Through in-app feedback, app reviews and personal communication with users we have received overwhelmingly positive feedback from children, parents and children's workers. The most common feedback we receive from children is an expression of their love for Jesus after engaging with our resources. I can safely say we have met and exceeded our own goals and expectations.
Performance of fundraising activities against objectives set.	Para 1.41	This year has seen a focus on generating funds through grant applications. Rev Simon Copley, who has experience of grant applications wrote us a grant letter to send to the selection of grant providers which had been researched last year, with the specific focus of paying for translation work for <i>God for Kids</i> app. Grants received: The Gavins Foundation grant of £2,310. A grant of £1500 from The Stewards Company. We received a speaking gift of £250 plus travel expenses from the Church in Wales.

		We also received an unexpected £600 from Hand in Hand conference for Joanne's part on the Core Team and speaking in a seminar. A very successful fundraiser at Spa View Community Church on 5th July. We hosted a coffee morning with craft activities for children. There were 32 adults plus approximately 11 children. £281.65 was raised in cash, plus £29.50 in card donations and book sales. Another £280 deposited directly into the bank account on the day. £591.15 on the day plus a potential £350 in standing orders between August-December, totalling up to £941.15. Our goal was £900.
Investment performance against objectives	Para 1.41	N/A
Other		N/A

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The bank balance at the end of the year was £1,478.24 plus stock to the value of £2257.72.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	We do not yet have a statement regarding the holding of reserves.
Amount of reserves held	Para 1.22	£0
Reasons for holding zero reserves	Para 1.22	We do not hold any reserves as our income is currently too unpredictable and our bank balance too low.
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/A

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	32% Donations from private individuals 8% Sales of Books & Merchandise 56% Grants 4% Other Income
	Para 1.46	The charity is dependent on the volunteer work of Joanne Gilchrist as well as overseas app developers and graphic artists. The

A description of the principal risks facing the charity.		biggest risk is if they withdraw their support. The charity cannot afford to replace them with paid personnel.
Other		N/A

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Governing Document / Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are nominated by Joanne Gilchrist or a current trustee, interviewed by the chair of trustees and ratified by all trustees at a trustee meeting. They must have an active Christian faith and be willing to adhere to the values as outlined in the governing document.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees.	Para 1.51	We do not yet have an official policy or procedure document for this, other than the information already outlined in the governing document.
The charity's organisational structure and any wider network with which the charity works.	Para 1.51	This year, we have worked in collaboration with Together for Sheffield, Hand in Hand Conference, The Message Trust and Spa View Community Church. However, we are not members of a wider organisation nor come under another umbrella organisation.
Relationship with any related parties	Para 1.51	SunScool app hosts all of our digital content on their CMS (Content Management System) and their workers are responsible for the technical updates and development of God for Kids, under direction and instruction from Joanne Gilchrist. SunScool do this work for free; in return we also market them at our events.
Other		Different authors or members of other organisations are invited to guest blog on our website. Joanne Gilchrist, the charity founder and director, was offered and accepted a full-time

		role with Scripture Union in November 2025. As Joanne is the main voluntary worker for the charity and the charity cannot afford to employ someone to keep the charity running, trustees decided to cease trading at the end of December 2025. The plan is for the charity to apply to the charities commission for its closure during 2026. The God for Kids App will continue to operate via SunScool. The existing Animals of Eden Valley titles will transfer to Scripture Union upon expiry of current publisher licences. Future new titles will be published via Scripture Union. Trustees considered this a positive development securing the future of the App and resources through a larger organisation with infrastructure and resources that Ruach Resources does not have.
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Reference and Administrative details

Charity name	Ruach Resources
Other name the charity uses	God for Kids
Registered charity number	1197062
Charity's principal address	Gardeners Cottage, Norton, Sheffield, S8 8BA.

Names of the charity trustees who manage the charity

		Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
	1	Andrew Blench	Chair		
	2	Sharon Turp			
	4	Nathan Goodearl	Secretary	1 ST January to 14 th July 2025	
	5	Charlotte Patrick			

Corporate trustees – names of the directors at the date the report was approved.

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others.

Description of the assets held in this capacity.	n/a
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects.	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

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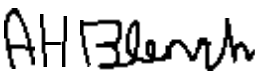
Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees.

Signature(s)		
Full Name(s)	Andrew Blench	
Position (e.g. Secretary, Chair etc)	Chair of Trustees	Trustee
Date		



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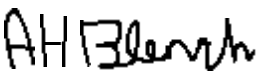
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Signature(s)		
Full Name(s)	Andrew Blench	
Position (e.g. Secretary, Chair etc)	Chair of Trustees	Trustee
Date		